IN THE SPECIFICATION

Please amend paragraph number [0043] (as numbered in the originally-filed application) of the specification as follows:

[0043]   Figure 7 illustrates a portion of an exemplary conduit file 506, as viewed through an ActionScript viewer. More specifically, Figure 7 illustrates the ActionScript associated with frame [[4]] 9 of the file 506. As will be appreciated by those skilled in the art, the conduit file 506 provides ActionScript for tracking the ad and for determining whether the ad opens in the same window in which the html code 202 is embedded or in a new window.

Please amend paragraph [0059] (as numbered in the originally-filed application) of the specification as follows:

[0059]   Figure 8 illustrates a portion of the integrated ad file 204. As illustrated, frame 1 of the ad file 204 includes the references to the URLs contained within the ad input file 504. Similarly, Figure 9 illustrates that frame [[4]] 9 of the integrated ad file 204 contains the ActionScript from the conduit file 506 for the same frame. As such, the merge tool 202 has replaced the empty movie clip object of the ad input file 504 with the contents of the conduit file 506.